

Fairgrounds RFQ Respondent	
Criterion	408MX
Understanding of Opportunity (RFQ Evaluation Criteria #1)	To assist in widening the sphere of recreational activity and services that empower and strengthen the South Bay community
Proposed Concept (RFQ Evaluation Criteria #1)	Continuation and improvement of motocross facilities and services
Desired Role	End-user of existing 408MX business
Acreage Requirements	10+ acres (currently use 10 acres)
Approach to Achieving Vision for the FGs (RFQ Evaluation Criteria #2)	Utilize a slightly larger area to create a park-like atmosphere where families can enjoy the track, entertainment, socialize with friends, have a barbecue and watch the amazing athletes compete and practice their skills
Experience in Public Sector Partnerships (RFQ Evaluation Criteria #2)	Currently lease land at SCCFGs & work collaboratively with FMC to share parking and host large events
Business Acumen & Resource Capacity (RFQ Evaluation Criteria #3)	Kept up all obligations on lease and maintenance of facility at SCCFGs for 8 years
Experience with Ground Leases (RFQ Evaluation Criteria #4)	Annual lease at SCCFGs
Willingness to Enter into Ground Lease (RFQ Evaluation Criteria #4)	Not stated
Relevant Experience (RFQ Evaluation Criteria #5)	Tenant at SCCFGs for 8 years

Experience of Key Individuals (RFQ Evaluation Criteria #6)	Owner has 35 years experience in business management, estimating, construction, asphalt, excavation and motocross; No resumes included
Capacity to Provide Capital (RFQ Evaluation Criteria #7)	Statement of ability to manage and pay for improvements; Currently generate revenue from parking and camping fees that go to FMC
References	FMC; SCCFGs Sales and Event Department Supervisor; 2 x private companies

Fairgrounds RFQ Respondent	
Criterion	Borelli Investment Company / San Jose Flea Market
Understanding of Opportunity (RFQ Evaluation Criteria #1)	To assist in revitalizing an extraordinary space that can serve as a priceless oasis near the center of the nation's tenth largest city
Proposed Concept (RFQ Evaluation Criteria #1)	<p>Option 1: Public Market @ The Faire - a unique, upscale, Old World European-style open-air market and community gathering place; Work closely with the County to devise a plan to renovate the existing event center (6 structures - including pavilion and exposition halls) to use them for the Market as well as other events on the FGs; Operate 7 days per week, 365 days per year (preferred)</p> <p>Option 2: Manage the annual County Fair, community events and the event center</p> <p>Option 3: Master operator/ developer of SCCFGs including Public Market, managing annual County Fair and other events, creating and operating recreational fields, constructing playgrounds, and overseeing an open space greenbelt for the community</p>
Desired Role	<p>Option 1: End-user of open-air market (preferred)</p> <p>Option 2: Operate open-air market and manage community event facility</p> <p>Option 3: Collaborate closely with County to serve as master developer and operator of SCCFGs</p>
Acreage Requirements	<p>Options 1 and 2: 50 acres</p> <p>Option 3: Entire property</p>
Approach to Achieving Vision for the FGs (RFQ Evaluation Criteria #2)	Focused on a major refresh of the existing event center; Create a vibrant, signature, community-gathering place that will serve as "a regional destination comprised of high-quality active and passive recreational opportunities for families of and visitors to Santa Clara County"
Experience in Public Sector Partnerships (RFQ Evaluation Criteria #2)	Not specifically stated (some team members have public sector experience)

<p>Business Acumen & Resource Capacity (RFQ Evaluation Criteria #3)</p>	<p>The Flea Market currently recruits, trains, manages and incentivizes a staff of 400 full- and part-time employees; Proposed Market will have a permanent staff of 7 employees</p>
<p>Experience with Ground Leases (RFQ Evaluation Criteria #4)</p>	<p>Not Stated</p>
<p>Willingness to Enter into Ground Lease (RFQ Evaluation Criteria #4)</p>	<p>Yes - Option 1: for land and parking near the Tully Road entrance, including the existing event center (6 structures including the pavilion and exposition halls); Option 2: Joint master lease with sub-leases for the Market and the recreation uses</p>
<p>Relevant Experience (RFQ Evaluation Criteria #5)</p>	<p>Project team includes The Flea Market (Has operated The Flea Market in San Jose for 57 years; Currently developing Market Park San Jose with Borelli Investment; Experience in hosting special events in open-air market environment); Borelli Investment Company (real estate developer/ project manager and broker); Kenneth Rodrigues & Partners (architects); The Schoennauer Company (land use consultant and lobbyist), HMM Engineers (civil engineers), and NorthMarq Capital (capital advisor and financing specialist)</p>
<p>Experience of Key Individuals (RFQ Evaluation Criteria #6)</p>	<p>Owner and operator of The Flea Market for 41 years, along with Bay 101 Casino and a number of other private businesses.</p>
<p>Capacity to Provide Capital (RFQ Evaluation Criteria #7)</p>	<p>The Flea Market (team lead) will invest private capital to improve the permanent structures and other features with the Market's footprint</p>
<p>References</p>	<p>General Contractor; Aramark (food and venue services); The Health Trust</p>

Fairgrounds RFQ Respondent	
Criterion	Cambrian Go Karts
Understanding of Opportunity (RFQ Evaluation Criteria #1)	To expand family-friendly amenities to the SCCFGs
Proposed Concept (RFQ Evaluation Criteria #1)	The New San Jose Mile Karting Facility including 1-mile racing track and 20 air-conditioned shopping containers to be used for storage, maintenance, new equipment sales, registration, office, restrooms and showers; Broader amenities (playground, arcade, indoor/ outdoor eating area, apparel and gift store); Operate 7 days per week
Desired Role	End-user of new Karting Facility
Acreage Requirements	Not Stated
Approach to Achieving Vision for the FGs (RFQ Evaluation Criteria #2)	Bring a world-class kart track to CA and create a safe, family-friendly environment; Target 1-2 national events in Year 1
Experience in Public Sector Partnerships (RFQ Evaluation Criteria #2)	None stated
Business Acumen & Resource Capacity (RFQ Evaluation Criteria #3)	Will create a corporation staffed 14-18 full-time employees and 6-8 part-time employees
Experience with Ground Leases (RFQ Evaluation Criteria #4)	Not Stated
Willingness to Enter into Ground Lease (RFQ Evaluation Criteria #4)	Yes - payment \$100 pm during construction; \$12,500 pm from 2nd month of operation through end of 1st year; \$25,000 pm years 2-5; \$30,000 pm years 6-10; desired option to renew for additional 10 years

Relevant Experience (RFQ Evaluation Criteria #5)	Operate Cambrian Go-Karts that assembles, sells, delivers and maintains new and used go karts
Experience of Key Individuals (RFQ Evaluation Criteria #6)	Owners have been involved in industry for 24+ years; operated Cambrian Go-Karts for 12 years
Capacity to Provide Capital (RFQ Evaluation Criteria #7)	Cambrian Go Karts will pay for all engineering costs via support from private investors
References	Not included

Fairgrounds RFQ Respondent	
Criterion	El Mercado Popular
Understanding of Opportunity (RFQ Evaluation Criteria #1)	To be part of the growth, change and improvements at the FGs
Proposed Concept (RFQ Evaluation Criteria #1)	Outdoor recreation event providing fresh organic fruits and vegetables for families in low income areas; Business startup assistance to farmers and vendors and free space for certified farmers; Continuation of farmers market under long-term lease agreement; Grow business by opening more days
Desired Role	End-user to operate a Farmers Market
Acreage Requirements	Currently 14 acres; No specification of desired acreage
Approach to Achieving Vision for the FGs (RFQ Evaluation Criteria #2)	Invest in the area used to contribute to the overall improvement of the FGs; Continue to provide low income communities with the same quality markets as ones in upscale communities; Allocate more financial resources to support local schools and non-profits
Experience in Public Sector Partnerships (RFQ Evaluation Criteria #2)	Currently lease land at SCCFGs and work collaboratively with FMC
Business Acumen & Resource Capacity (RFQ Evaluation Criteria #3)	Good standing with all required permits granted by the State
Experience with Ground Leases (RFQ Evaluation Criteria #4)	Short-term lease at SCCFGs
Willingness to Enter into Ground Lease (RFQ Evaluation Criteria #4)	Yes - ideally 5 years with option for 5 year renewal

Relevant Experience (RFQ Evaluation Criteria #5)	Currently operate 3 markets including at SCCFGs
Experience of Key Individuals (RFQ Evaluation Criteria #6)	Owners have 25+ year experience in farming and farmers market operations; Resumes included
Capacity to Provide Capital (RFQ Evaluation Criteria #7)	Income from farm and private real estate holdings; Willing to fund own capital improvements & pay market-rate lease for land
References	FMC; Santa Cruz County Fair; Non-Profit advocacy organization

Fairgrounds RFQ Respondent	
Criterion	Global Opportunities and Investments Corporation
Understanding of Opportunity (RFQ Evaluation Criteria #1)	To master plan and develop the SCCFGs into a mixed-use, internationally and culturally-oriented attraction complex; Solicited RFQ responses from technical firms and presented a short-list of 6 architectural firms, 2 amusement park designers and 5 financial consultants and project management companies
Proposed Concept (RFQ Evaluation Criteria #1)	Development of a model agricultural farm and business and technology incubator, coupled with the renovation of the FGs portion of the 150-acre site; Additional land uses may include office building, amusement park, hotel and dining
Desired Role	Master developer and General Partner in the formation of a limited partnership to be formed in conjunction with the potential and selected and successful developer with proven public-private partnership program, investors, JV partners, and appropriate stakeholders
Acreeage Requirements	150-acres
Approach to Achieving Vision for the FGs (RFQ Evaluation Criteria #2)	Recapitalize and reorganize the SCCFGs
Experience in Public Sector Partnerships (RFQ Evaluation Criteria #2)	Not Stated
Business Acumen & Resource Capacity (RFQ Evaluation Criteria #3)	3 privately-held CA companies, all of which are authorized to issue shares of stock; Organized to secure funding and oversee roles of team collaborators
Experience with Ground Leases (RFQ Evaluation Criteria #4)	Not Stated

Willingness to Enter into Ground Lease (RFQ Evaluation Criteria #4)	Not Stated
Relevant Experience (RFQ Evaluation Criteria #5)	Core team members have experience in engineering, business and financial consulting, grant writing, and project and construction management; Potential collaborators have experience in financial, economic and marketing studies, technical services, creative design, project management, management and operation, and business evaluation
Experience of Key Individuals (RFQ Evaluation Criteria #6)	Key people have extensive experience in finance, management and operation
Capacity to Provide Capital (RFQ Evaluation Criteria #7)	Intention to secure seed money from private investors and grants for \$10 million in initial funding
References	None provided

Fairgrounds RFQ Respondent	
Criterion	Recreation Entertainment Global (RPG)
Understanding of Opportunity (RFQ Evaluation Criteria #1)	To create outdoor recreation opportunities to serve County residents and attract visitors to the SCCFGs year-round and share the historic community treasure with the public by transforming it into a diverse and exciting resource for all to be proud of
Proposed Concept (RFQ Evaluation Criteria #1)	Commercial Family Recreation and Adventure Park - year-round recreation facility including interactive playground and splash park, outdoor laser tag, paintball activities, ropes courses, ziplines, and rock climbing, with a focus on technology and incorporating augmented reality
Desired Role	Develop, build and operate the Commercial Family Recreation and Adventure Park
Acreage Requirements	30-40 acres: 30-35 acres for commercial recreation facilities and 3-5 acres designated for community benefit public improvements
Approach to Achieving Vision for the FGs (RFQ Evaluation Criteria #2)	Develop a facility that is designed for entertainment, education, recreation and revenue, encouraging overnight visitation to the area while also serving as an amenity for local residents; Improving connectivity with surrounding businesses and the community
Experience in Public Sector Partnerships (RFQ Evaluation Criteria #2)	Yes - partners with FMC and SC County for 13 years and also working closely with the cities of Palo Alto, San Jose and San Francisco
Business Acumen & Resource Capacity (RFQ Evaluation Criteria #3)	Working within the constraints of a short 1-3 year lease, they have continued to grow and improve the facility in terms of customer base, sustainability and profitability
Experience with Ground Leases (RFQ Evaluation Criteria #4)	Current anchor tenant at the SCCFGs

<p>Willingness to Enter into Ground Lease (RFQ Evaluation Criteria #4)</p>	<p>Yes - 30 years, location is flexible but high visibility is preferable</p>
<p>Relevant Experience (RFQ Evaluation Criteria #5)</p>	<p>13 years of operation of SC Paintball on the SCCFGs site</p>
<p>Experience of Key Individuals (RFQ Evaluation Criteria #6)</p>	<p>Includes founders and senior level staff with mix of development, operations and technical expertise; Combines 20 years of experience working with fairs and fairgrounds</p>
<p>Capacity to Provide Capital (RFQ Evaluation Criteria #7)</p>	<p>Fully commit to contributing to the onsite infrastructure needs of the property; Support the development of a BID; Proposed \$15-20 million investment, including \$3-4 million invested into the public spaces; Phased development to allow for existing operations and cash flow to support basic concept development, design and permit fees; Use funds from equity partners and venture capital for core infrastructure and construction phases; Public improvements to include large playground, toddler splash zone, running and pedestrian path, dog park, and picnic areas</p>
<p>References</p>	<p>FMC; Suppliers; Event and Design specialists</p>

Fairgrounds RFQ Respondent	
Criterion	San Jose Giants Baseball Club
Understanding of Opportunity (RFQ Evaluation Criteria #1)	To create a landmark community gathering space at the SCCFGs, half to be dedicated to a public park and open space, and half for active recreational community uses
Proposed Concept (RFQ Evaluation Criteria #1)	State-of-the-art ballpark for the San Jose Giants and associated amenities - Sports Bar and Grill at the Complex, Family Fun Zone and Public Batting Cages, SJ Giants Hall of Fame, SJ Giants Dugout Store, Community Urban Farm, and Youth Sports Complex (6 baseball diamonds, 4 soccer fields, clubhouse and homework area, healthy food and beverage area, family fun zone); Embrace innovation and sustainability to become a green facility and ongoing digital communications leader in Minor League Baseball
Desired Role	Develop and operate stadium and other amenities; Manage all baseball and outside events located on the leased land
Acreage Requirements	Stadium/ Ballpark: 10-15 acres (excluding parking approx. 6 acres); Community Urban Farm: additional 4-5 acres; Youth Sports Complex: additional 30-40 acres Total: 40-55 acres
Approach to Achieving Vision for the FGs (RFQ Evaluation Criteria #2)	Be synergistic with other venues on the site; provide fun, affordable, family entertainment for the community, embrace Silicon Valley's leadership in technology and sustainability, celebrate rich heritage of Santa Clara Valley, and create an environment that honors community service and healthy lifestyles
Experience in Public Sector Partnerships (RFQ Evaluation Criteria #2)	Yes - partnered with City of San Jose to maintain, improve and operate Municipal Stadium
Business Acumen & Resource Capacity (RFQ Evaluation Criteria #3)	As majority owners, the San Francisco Giants have exhibited the financial capacity to fund high profile venues.

<p>Experience with Ground Leases (RFQ Evaluation Criteria #4)</p>	<p>Not Stated</p>
<p>Willingness to Enter into Ground Lease (RFQ Evaluation Criteria #4)</p>	<p>Yes - stadium ideally with frontage to Monterey Road adjacent to the access road on the west side of the SCCFGs property</p>
<p>Relevant Experience (RFQ Evaluation Criteria #5)</p>	<p>Operated a successful family entertainment venue in the South Bay community for 74+ years; Experienced in developing ballpark facilities (notably AT&T Park)</p>
<p>Experience of Key Individuals (RFQ Evaluation Criteria #6)</p>	<p>All team members are senior level SJ employees who collectively have 125 years of specific experience in operating and developing ballparks.</p>
<p>Capacity to Provide Capital (RFQ Evaluation Criteria #7)</p>	<p>Proposed funding is as follows <u>Stadium/ Ballpark:</u> Capital Costs and Maintenance - SJ Giants/ County/ Other; Operation - SJ Giants <u>Youth Sports:</u> Capital Costs - County/ Other; Maintenance - County/ Private Grants/ Other; Operation - SJ Giants <u>Parking Lot:</u> Capital Costs and Maintenance - County/ Other; Operation - 3rd Party</p>
<p>References</p>	<p>Banking Partner x 2; Credit Union; Local Union; Local Contractors Association</p>

Fairgrounds RFQ Respondent	
Criterion	San Jose Soccer Complex Foundation
Understanding of Opportunity (RFQ Evaluation Criteria #1)	To provide a regional destination comprised of high-quality active and passive recreational opportunities for families and visitors to SC County
Proposed Concept (RFQ Evaluation Criteria #1)	12-18 field soccer complex
Desired Role	Operator of soccer complex
Acreage Requirements	30-50 acres
Approach to Achieving Vision for the FGs (RFQ Evaluation Criteria #2)	Planning, development and operation of a first-class soccer complex; provide quality soccer fields serving County residents and visitors; generate economic benefits to nearby commercial business, as well as on-site food and beverage operators, and substantial parking revenue to the FGs; enter into a long-term ground lease as one of the principal parties to the overall implementation of the FGs vision
Experience in Public Sector Partnerships (RFQ Evaluation Criteria #2)	Not Stated
Business Acumen & Resource Capacity (RFQ Evaluation Criteria #3)	501(c)3 that receives most of its funding from tournaments California Youth Soccer Association District 2 donations, generated from fees for operation of the Association's leagues and tournaments
Experience with Ground Leases (RFQ Evaluation Criteria #4)	Not Stated
Willingness to Enter into Ground Lease (RFQ Evaluation Criteria #4)	Yes

Relevant Experience (RFQ Evaluation Criteria #5)	Management of 11 field Morgan Hill Soccer complex through 2009, with a break-even financial outcome; 25+ years experience in operating tournaments
Experience of Key Individuals (RFQ Evaluation Criteria #6)	Board members supported by Project Management firm
Capacity to Provide Capital (RFQ Evaluation Criteria #7)	Willing and able to fund capital improvements and pay a fair market value land lease; \$1.4 million in current assets without liability
References	None provided

Fairgrounds RFQ Respondent	
Criterion	Santa Clara County Fairgrounds Management Corporation
Understanding of Opportunity (RFQ Evaluation Criteria #1)	To preserve the FGs as a unique and cherished gathering place for the people of SC County and create a world-class, vibrant community gathering place with both active and passive recreational opportunities where diverse cultures and generations can come together to connect, celebrate, collaborate, and create
Proposed Concept (RFQ Evaluation Criteria #1)	Continue in the capacity of providing overall management responsibility for the entire Fairgrounds District; Elements of FMC's plans to maximize land use synergies include recreation spaces, revitalized event center, expanding annual County Fair, 5K run and walk course, farm-to-table community garden, farmers/flea market, overnight accommodation, and continued modeling of sustainable development
Desired Role	Overall manager; operator of event center, expand income of event center and FGs through revitalization of existing structures; produce annual County Fair; create new signature events; and commit to investigating and pursuing creative and innovative revenue sharing with partners
Acreage Requirements	Entire FGs
Approach to Achieving Vision for the FGs (RFQ Evaluation Criteria #2)	Economic enhancement and social impact for the surrounding area through refurbishment and reconfiguration of the event center to expand event offerings and revenue-generating opportunities; a park-like look and feel; active and passive recreational opportunities; continued affordable community access to event and meeting facilities; fiscal neutrality and sustainability for partnering public agencies; transportation interconnectivity; and transformation of the property into an economic Silicon Valley gathering place, blending agricultural roots with a STEAM (science, technology, engineering, agriculture/art, and math) presence
Experience in Public Sector Partnerships (RFQ Evaluation Criteria #2)	Yes - current stewards of FGs

<p>Business Acumen & Resource Capacity (RFQ Evaluation Criteria #3)</p>	<p>501(c)3 non-profit with track record of operating the FGs property profitably; Governed by 5-member Board of Directors; Proposed changes to FMC's governance structures to permit board expansion and to include subject matter experts and representation of all stakeholders, including the County and the City</p>
<p>Experience with Ground Leases (RFQ Evaluation Criteria #4)</p>	<p>Not Stated - but held ground leases with other parties</p>
<p>Willingness to Enter into Ground Lease (RFQ Evaluation Criteria #4)</p>	<p>Long-term agreement to manage the FGs, including possible master lease agreement</p>
<p>Relevant Experience (RFQ Evaluation Criteria #5)</p>	<p>20+ years of experience managing the SCCFGs</p>
<p>Experience of Key Individuals (RFQ Evaluation Criteria #6)</p>	<p>FMC leadership and management team, supported by consultants and advisors; FMC's new leadership has successfully identified new sources of revenue</p>
<p>Capacity to Provide Capital (RFQ Evaluation Criteria #7)</p>	<p>Total 2015 revenues \$6.6 million, up from \$5.4 million in 2014; FMC has achieved or exceeded budgeted profitability since January 2014 and is now building financial reserves</p>
<p>References</p>	<p>California Fair Service Authority; Hispanic Chamber of Commerce; Farmers Market owner; event and entertainment companies x 2</p>

Fairgrounds RFQ Respondent	
Criterion	Silicon Valley Curling Center
Understanding of Opportunity (RFQ Evaluation Criteria #1)	To create a landmark destination that will attract visitors to the FGs to participate in active and passive recreation, through leagues, tournaments, classes, outreach events and viewing parties
Proposed Concept (RFQ Evaluation Criteria #1)	World-class curling center in a 20,000 SF building with 10,000 SF ice surface, ice plant, and a warm section for viewing, changing and other support areas. Additional space within the desired plot will be utilized for parking, with an assumption that shared/ overflow parking will be available either elsewhere on the FGs site or within the surrounding neighborhood. The facility would be the only dedicated curling facility in CA and would provide the best ice conditions and training opportunities in the state. Consider opening the ice for skating during the winter months and removing the ice for use as an exhibit hall or storage facility
Desired Role	End-user to build and operate a recreational and competitive curling center
Acreage Requirements	1 acre
Approach to Achieving Vision for the FGs (RFQ Evaluation Criteria #2)	Create a grand community recreation space; promote family sports time and create a real opportunity for local top athletes to train for national and international competitions; and attract both active participants and passive spectators, bolstering the many other activities on the FGs and active community participation
Experience in Public Sector Partnerships (RFQ Evaluation Criteria #2)	Not Stated

<p>Business Acumen & Resource Capacity (RFQ Evaluation Criteria #3)</p>	<p>501(c)3 non-profit created specifically to develop a curling center at SCCFGs. 5-member Board of Directors and 8+ proposed staff positions including CEO, COO, Treasurer, Secretary, Director of Facilities Management and Operations, Director of Business Development, Director Strategic Development, and Fundraising Leadership Team</p>
<p>Experience with Ground Leases (RFQ Evaluation Criteria #4)</p>	<p>Not Stated</p>
<p>Willingness to Enter into Ground Lease (RFQ Evaluation Criteria #4)</p>	<p>Yes</p>
<p>Relevant Experience (RFQ Evaluation Criteria #5)</p>	<p>Majority of management team are current and former leaders of the San Francisco Bay Area Curling Club.</p>
<p>Experience of Key Individuals (RFQ Evaluation Criteria #6)</p>	<p>Management team consists of experienced executives, elite curlers and curling center managers. Across the team, individuals have experience in building and development, including construction, club management, fundraising, national governing body organization, elite training and competition, and education and outreach program development</p>
<p>Capacity to Provide Capital (RFQ Evaluation Criteria #7)</p>	<p>Proposal to raise \$1.6 million in construction funds plus initial operating costs through loans and donations from members. Anticipate reaching financial break-even operations within 2 years primarily through membership and league fees, tournament revenue, and corporate team building/ training revenue. 3 members of the management team have collectively raised \$10 million for various new businesses and have already secured tentative commitments from a number of curlers for hundreds of thousands of dollars for this project</p>
<p>References</p>	<p>Professional athlete; curling center manager; creator of numerous clubs</p>